Orders

Order / Rev:

102336 /

Alt Order #:

06819920

Product Desc:

NASIT

Estimate:

1244

Flight Dates:

09/14/12 - 09/17/12

Original Date / Rev:

05/31/12 / 07/25/12

Order Type:

**GENERAL** 



Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

Amy McCreary

BLPHI

Cash

15%

National

Broadcast

EOM/EOC

Agency

Name:

GMMB, Inc./ Washington D.C.

**Buying Contact:** 

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Agency Commission:

Revised

Advertiser

Name:

Priority:

Nevadans Against Special Interest Tax

Demographic: Product Codes:

Revenue Codes:

A35+

PLI1

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 09/17/12 08/27/12 39 \$31,625.00 \$26,881.25 Totais

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	39	\$31,625.00	\$26,881.25	0.00
Totals	39	\$31,625,00	\$26.881.25	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$31,625.00
Market	100%	\$112.946.43

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$35,013.39
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$18,071.43
KTUD	1%	\$1,129.46
KVVU	17%	\$19,200.89
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$7,906.25

Ln	Ch	Start	End	inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/14/12	09/17/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	MF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
				M-F 5-6a WakeUp	w/Wagners								
1	WAKE (	JP WITH T	THE WAG	NERS									
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	eek: 09/	14/12	09/20/12	MF	3	\$400.00	0.00						

Print Date: 07/25/12 11:37:20

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KSNV

Ln	Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/14/1	2 09/17/12	M-F 5-6a WakeU M-F 5-6a WakeL	-	5-6a	MF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
	WAKE	UP WITH	THE WAG		,								
		art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	/eek; 09.		09/20/12	MF	3	+	0.00						
E 2	KSNV	09/14/1	2 09/17/12	M-F 6-7a WakeU		6-7a	MF	:30	2	\$725.001	0.00 NM	2	\$1,450.00
	WAKE	UP WITH	THE WAG	M-F 6-7a Waket NERS	p w/vvagners								
		art Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
V	/eek: 09.		09/20/12	MF	2	\$725.00	0.00						
E 3	KSNV	09/14/1	2 09/17/12	Today Show	CM	658a-9am	MF	:30	3	\$900.001	0.00 NM	3	\$2,700.00
				Today Show									4=1/00,00
		SHOW											
10		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	/eek: 09.		09/20/12	MF	O A TI 1000A A	+	0.00						
E 4	KOMA	09/10/1	2 09/10/12	News 3 Sunrise - News 3 Sunrise		6a-7a	S	:30	1	\$375.001	0.00 NM	1	\$375.00
	NEWS	3 AT SU	NRISE	News 5 Sullise	OATONDAT								
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	/eek: 09	/10/12	09/16/12	S	1	\$375.00	0.00						
E 5	KSNV	09/16/1	2 09/16/12	Sunday Today	СМ	7a-8am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
				Sunday Today									,
		ON SU				_							
10	<u>Sta</u> /eek: 09	art Date	End Date 09/16/12	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
				M-F Today Show	1 2 rd LOM	\$500.00	0.00	.00		* 10 7 00 1		_	
L 0	KOMV	09/14/1	2 08/1//12	M-F Today Show		9-10a	M⊶⊶F⊷⊷	:30	2	\$425.001	0.00 NM	2	\$850.00
	TODAY	SHOW	II	Will roday onow	,								
	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	/eek: 09	/14/12	09/20/12	MF	2	\$425.00	0.00						
E 7	KSNV	09/14/1	2 09/17/12	M-F Today Show	III4th BCM	10am-11am	MF	:30	1	\$325.001	0.00 NM	1	\$325.00
	TOD 41			Today 4th Hour									
		/ SHOW art Date	III End Date	Mookdova	Cooks Minak	Dete	D-6						
۱۸	<u>ى:</u> eek: 09/		09/20/12	<u>Weekdays</u> MF	Spots/Week	<u>Rate</u> \$325.00	Rating 0.00						
E 8				Rachael Ray	CM	11am-12pm	MF	:30	2	\$325.001	0.00 NM	2	\$650.00
	,,,,,,		A 00,11,12	Rachael Ray	OIII	Tram-Tzpm	1-1 1	.00		φ323.00 i	O.OO INIVI	2	φου.υυ
	RACHE	EL RAY		•									
		<u>art Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					i i	
	√eek: 09		09/20/12	MF	2	\$325.00	0.00				•	1	
E 9	KSNV	09/14/1	2 09/17/12	Noon News	CM	12-1230pm	MF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
	NEWS	3 AT NO	ON	Noon News								1	
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
V	√eek: 09		09/20/12	MF	3		0.00					i	
			2 09/17/12	Dr. Phil	CM	3-4p	MF	:30	2	\$450.001	0.00 NM	2	\$900.00
				Dr Phil		· .p		.00	_	ψ100.001	0.00 14141		ψ200.00
	DR. PH	HL										i	
		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					i	
	Veek: 09		09/20/12	ME	2		0.00					i	
E 11	KSNV	09/14/	2 09/17/12	NEWS 3 at 4 (1		4-5pm	MF	:30	2	\$725.001	0.00 NM	2	\$1,450.00
	FIRST	NEWS 3	AT FOUR	4PM NEWS (1 h	our)	(4:00 PM-4:3	OPM)					i	
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
V	√eek: 09		09/20/12	MF	2		0.00					i	
				NEWS 3 at 4 (1		4-5pm	MF	:30	1	\$725.001	0.00 NM	1	\$725.00
				4PM NEWS (1 h		(4:30 PM-5:0			•	75.001	5.50 1414)	l '	ψ120,00
		4 AT 430		•		·						1	
		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					1	
- · · · · · · · · · · · · · · · · · · ·	Veek: 09		09/20/12	MF	1		0.00					1	
E 13	KSNV	09/14/	2 09/17/12		CM	5-630p	MF	:30	3	\$1,200.001	0.00 NM	3	\$3,600.00

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**KSNV** 

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type Sp	ots	Amount
		M-F Early News M-F Early News								
EARLY NEWS								_		
<u>Start Date</u> Week: 09/14/12	End Date 09/20/12	<u>Weekdays</u> M∽F	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00					
E 14 KSNV 09/15/12		To the Point - PM		730-758pm	S	:30	1 \$425.001	0.00 NM	1	\$425.00
NEWS 3: TO TH	E POINT	To the Point		•			¥ -= */• *		·	7 .20.00
<u>Start Date</u> Week: 09/10/12	End Date 09/16/12	Weekdays	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00					
E 15 KSNV 09/14/12	2 09/17/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	MF	:30	2 \$1,300.001	0.00 NM	2	\$2,600.00
JEOPARDY										
<u>Start Date</u> Week: 09/14/12	End Date 09/20/12	<u>Weekdays</u> MF	Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00					
E 16 KSNV 09/14/12			CM	7-730pm	MF	:30	2 \$1,300.001	0.00 NM	2	\$2,600.00
WHEEL OF FOR	THE INIT	M-F Wheel of Fo	rtune							, ,
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/14/12	09/20/12	MF		\$1,300.00	0.00					
E17 KSNV 09/17/12	2 09/17/12	Mon PR 10-11p	CM	10-11pm	М	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
SMASH		Monday Prime 10	J-11pm							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12 E 18 KSNV 09/16/12	09/23/12	M LAW & ORDER (		\$3,200.00 SU 10-11p	0.00	.00	4 #000 004	0.00.101		<b>.</b>
LAW & ORDER	2 09/10/12	Law & Order (syr	• ,	30 10-11p	5	:30	1 \$900.001	0.00 NM	1	\$900.00
<u>Start Date</u> Week: 09/10/12	End Date 09/16/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$900.00	<u>Rating</u> 0.00					
E 19 KSNV 09/14/1	2 09/17/12	M-F News 3 at El		11pm-1135p	m MF	:30	2 \$1,200.001	0.00 NM	2	\$2,400.00
NEWS 3 NIGHTS	SIDE	M-F News 3 at E	leven							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09/14/12	09/20/12	MF		\$1,200.00	0.00					
E 20 KSNV 09/16/1:	2 09/16/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135p	omS	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
NEWS 3 NIGHTS								1		
<u>Start Date</u> Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$1,100.00	<u>Rating</u> 0.00					
E 21 KSNV 09/14/1				1135p-1237		:30	2 \$500.001	0.00 NM	2	\$1,000.00
TONIOUT CUO	A/ \A//   A\/ !	Tonight Show								. ,
TONIGHT SHOV Start Date	N W JAY L End Date	_Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 09/14/12	09/20/12	MF	2	\$500.00	0.00					
E 22 KSNV 09/15/1		Saturday Night Li Saturday Night L		1130pm-1:0	2amS-	:30	1 \$1,400.001	0.00 NM	1	<b>\$1,400.0</b> 0
SATURDAY NIG		Monkeleye	Cooke AAI - 1-	D-4-	Detina					
<u>Start Date</u> Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,400.00	Rating 0.00					
							· · · · · · · · · · · · · · · · · · ·	Totals	39	\$31,625.00